



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for  
Internet advertising space

**REPLY TO NON-FINAL OFFICE ACTION**  
**MAILED JANUARY 20, 2011**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action ("Office Action") mailed January 20, 2011. In view of the following arguments and remarks, reconsideration of the outstanding rejections is respectfully requested.

**Remarks / Arguments begin on page 2**